

Message Text

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PAGE 01 CAIRO 01394 191601Z

44

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

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FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 5790

INFO AMEMBASSY BEIRUT

LIMITED OFFICIAL USE CAIRO 1394

E.O. 11652: N/A

TAGS: BEXP EG

SUBJECT: TRADE MISSION FOR CAIRO

REF: EDMONDS-KILLOUGH TELECON MARCH 15

1. WISH NOTE PROPOSED DATE OF DECEMBER 1974 FOR TRADE MISSION CONFLICTS WITH SYMPOSIUM-EXHIBITION OF OFFICE EQUIPMENT, COMPUTERS AND SOFTWARE TO BE HELD BY THE CAIRO INTERNATIONAL FAIR AUTHORITIES AND IN WHICH SEVERAL US FIRMS HAVE ALREADY INDICATED THEY WILL PARTICIPATE. RTDO LEFEAVER WILL BE REPORTING SEPARATELY ON THIS SUBJECT. THERE CURRENTLY APPEARS TO BE LITTLE MARKET FOR US PRODUCTS IN PRINTING AND GRAPHIC ARTS, UNLESS THEY CAN COMPLETE WITH WEST GERMAN AND SOVIET BLOC PRODUCTS. INFORMAL POLL TAKEN BY COMMERCIAL OFFICER OF LEADING PUBLISHING HOUSES (AL AHAM, DAR AL MAREEF) AND SEVERAL SMALL JOB PRINTERS CONFIRM THIS IMPRESSION. PROJECTED MARKET RESEARCH HOWEVER MAY REVEAL SOME POSSIBILITY FOR ACTIVITY THIS AREA.

2. WE HAVE SOME RESERVATIONS ABOUT US OF EZZAT LAAFSI TO CONDUCT MARKET RESEARCH. THOUGH LAAFSI IS GHORBAL'S COUSIN, WE UNDERSTAND HE HAS BEEN OUT OF COUNTRY LONG TIME AND QUESTION WHETHER HE HAS FIRM GRASP OF CHANGES THAT HAVE TAKEN PLACE.

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SECONDLY, HE NEITHER A QUALIFIED PRINTER NOR MARKET

RESEARCH EXPERT. WE BELIEVE PROPER WAY TO UNDERTAKE MARKET RESEARCH IN EGYPT IS THROUGH A QUALIFIED EGYPTIAN FIRM. USE OF NON-EGYPTIAN FIRM OR INDIVIDUAL (ALTHOUGH LAAFSI IS HALF EGYPTIAN) WOULD BE PREJUDICIAL TO SUCH SURVEY SINCE IN OUR JUDGMENT OUTSIDER IS HARDLY LIKELY TO BE ABLE MAKE A CRITICAL EVALUATION OF VALIDITY EGYPTIAN RESPONDENTS' ANSWERS. RTDO AND EMBASSY OFFICERS HAVE JUST INTERVIEWED EIGHT PROSPECTIVE RESEARCH FIRMS, SEVERAL OF WHICH APPEAR WELL QUALIFIED FOR THIS TYPE OF RESEARCH, AND WE EXPECT SHORTLY RECOMMEND ONE OR MORE SUCH FIRM TO BE ENGAGED TO DO MARKET SURVEY ON CERTAIN PRODUCT CATEGORIES.

3. ON BALANCE EMBASSY IN FAVOR TRADE MISSION IF MARKET RESEARCH INDICATES JUSTIFIABLE MARKET.
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